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DOLLAR VOLUME OF RETAIL STORES

ON pages 226 and 227 is a table showing the number of stores, the dollar volume of sales, and the average sales per store of 54 different types of retail outlets for the years 1939 and 1948. This information has just been released by the Bureau of the Census and is presented here as a guide for our clients who are interested in commercial property.

The figures shown are for the entire nation and, therefore, the "sales per store" are national averages. For this reason, these figures are useful chiefly as bench marks and for purposes of comparison. However, a large number of stores will be fairly close to the national average. Furthermore, most people who have studied the performance of various retail outlets will have a pretty good idea which individual stores should be above or below the national average. The latest information available on dollar sales and number of stores is for the year 1948 and since then some lines have taken substantial drops in their average dollar volume of sales per store. Other lines have risen considerably over their 1948 level, and for this reason we are showing the estimated change from the 1948 level in the right-hand column of the table. The figures shown in this column represent the percentage change in dollar volume for the first quarter of 1950 from the first quarter of 1948.

It will be noticed that several types of stores have decreased in number since 1939. These are quickly identified by the fact that their total number in 1948 is shown in red. The changes in the number of different types of food stores have largely been brought about by the rapid and widespread development of the supermarket. Larger units mean fewer smaller ones are needed, and the fruit market or fish market, or poultry shop of 1939 is frequently found as a single department of the present-day supermarket.

It is rather surprising to find that the number of gasoline service stations in 1948 was less than the number in 1939. This condition is apparently being rapidly rectified and within a short while the 1939 total will be exceeded.

It is natural that the number of second-hand stores would dwindle. Families grew weary of worn-out articles during the period of shortage. Today they are interested in shiny new merchandise and they have the means to acquire it.

The decrease in the number of fuel and ice dealers is to some extent the result of consolidation. The biggest cause of the drop, however, is the enormous increase in the use of automatic refrigeration and gas heating.

NUMBER OF RETAIL STORES AND DOLLAR VOLUME

Type Store	Number in 1948	Number in 1939	Sales in \$000's 1948	Sales in \$000's 1939	Sales per store 1948	Sales per store 1939	% change in total sales - 1st quar- ter 1950 from 1st quarter 1948
Grocery stores without fresh meat	154,343	200,303	\$ 4,045,341	\$2,223,435	\$ 26,200	\$11,100	-7%
Grocery stores with fresh meat	223,527	187,034	20,727,011	5,496,318	92,700	29,400	0%
Meat markets and fish markets	29,470	42,360	1,777,986	750,797	60,400	17,770	-7%
Fruit stores and vegetable markets	15,781	27,666	359,993	232,239	25,400	8,040	-11%
Candy, nut, confectionery stores	32,867	48,015	648,996	295,300	19,700	6,150	-17%
Dairy products stores	11,734	16,834	1,883,519	740,011	160,500	44,000	0%
Bakery products stores 1/	20,175	16,985	729,781	168,027	36,200	9,900	-9%
Egg & poultry dealers	5,614	6,532	265,011	63,350	47,200	9,700	•
All other food stores	10,939	14,820	502,802	203,490	46,000	13,700	
Eating places 1/ Drinking places	194,204 152,351	169,792 135,594	6,475,482 4,215,094	2,135,020 1,385,032	33,400 27,700	12,600 10,200	-9% -13%
General stores	21,536	39,688	1,163,975	810,342	54,000	20,400	-13%
Department stores 2/ Dry goods, general merchandise stores	2,560 29,764	4,074 29,247	10,638,688 2,787,584	3,974,998 713,208	4,100,000 93,800	975,000 24,400	-7% -13%
Variety stores	20,250	16,946	2,504,436	976,801	123,500	57,600	-12%
Men's & boys' clothing stores	23,723	21,501	2,176,530	773,312	91,600	35,900	-16%
Family clothing stores	12,655	10,053	1,801,301	429,454	142,400	42,600	-15%
Women's ready-to-wear stores	30,654	25,620	3,271,507	1,009,494	107,000	39,900	-19%
Women's accessory, specialty stores	13,475	17,293	438,053	219,149	32,500	12,600	-23%
Shoe stores	19,580	20,487	1,468,223	617,064	75,000	30,100	-13%
Custom tailors	4,960	5,674	142,794	66,282	28,750	11,700	-18%
Furriers	2,352	2,214	218,787	94,133	93,000	42,600	-28%
All other apparel stores	7,954	3,917	274,243	49,684	34,500	12,750	
Furniture stores	29,050	19,902	3,425,325	973,157	118,000	48,900	0%
Floor covering, drapery stores	7,748	2,916	503,283	74,461	65,000	25,500	-9%
Other home furnishing stores	11,836	9,096	438,504	152,266	37,200	16,750	
Household appliance stores	29,671	18,002	2,160,006	484,698	72,800	26,900	+7%
Radio stores	7,243	2,911	387,129	48,675	53,500	16,700	+40%
Motor vehicle (new & used) dealers	44,063	33,609	15,971,790	4,810,245	362,000	143,000	+33%
Motor vehicle (used) dealers	16,849	6,980	2,432,834	193,790	144,000	27,700	
Tire, battery, accessory dealers	20,617	18,525	1,361,226	523,685	66,100	26,200	-2%
Other automotive dealers	4,667	1,016	352,202	20,967	75,500	20,600	

Gasoline service stations	188,305	241,858	6,492,586	2,822,495	34,500	11,700	+2%
Lumber & building material dealers	26,128	25,067	5,132,248	1,478,459	196,500	59,000	+3%
Plumbing, paint & elec. stores	20,588	14,600	1,150,020	282,746	56,000	19,400	0%
Hardware stores	34,681	29,147	2,497,296	629,276	72,000	21,600	-13%
Farm equipment dealers	17,390	10,499	2,362,740	344,433	135,900	32,800	-20%
Drug stores (with fountain)	39,735	39,452	3,046,589	1,205,241	76,700	30,500	-2%
Drug stores (without fountain)	16,116	18,451	964,934	357,261	59,900	19,400	
Liquor stores	33,628	19,136	2,585,978	586,351	76,900	30,600	-20%
Second-hand stores	16,964	23,942	303,636	136,007	17,900	5,800	•
Fuel, fuel oil, ice dealers	22,680	41,172	2,421,860	1,013,542	106,800	24,600	-10%
Feed, farm, garden supply stores	21,635	21,667	3,146,361	779,289	145,400	35,900	-14%
Jewelry stores	21,268	14,559	1,233,191	361,595	57,900	24,800	-15%
Book & stationery stores	6,933	7,881	534,885	192,026	77,100	24,400	-1%
Sporting goods & bicycle stores	8,603	3,546	344,949	63,751	40,100	18,000	-20%
Florists	14,741	16,055	377,031	148,741	25,600	9,300	-20%
Cigar stores	14,514	18,504	535,016	207,781	36,900	11,200	•
News dealers	6,804	7,407	216,457	72,427	31,800	9,800	•
Gift, novelty, souvenir stores	12,522	7,429	119,286	53,568	15,900	7,200	•
Music stores	6,117	2,930	237,987	65,127	55,300	22,200	+11%
Luggage & leather goods stores	1,191	759	69,040	19,345	58,000	25,500	-12%
Camera, photo supply stores	3,028	1,112	201,681	32,343	66,000	29,100	-19%
All other retail stores	24,160	29,334	778,110	486,902	32,200	16,600	

*Information unavailable.

1/ Data for "Caterers" included with "Eating places" in 1948 and with "Bakery products stores" in 1939.

2/ 1948 count of establishments not comparable with 1939 because of change in definition.